MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020 SESSION

PWC1010 – WORKPLACE COMMUNICATION

(All sections)

29 FEBRUARY 2020
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **FOUR** pages with **TWO** sections only.
2. Answer **ALL** questions.
3. Write all your answers in the Answer Booklet.

SECTION A: CASE STUDY [20 MARKS]

Question 1 [10 marks]

Instructions: Read the following case study and answer the questions that follow. All answers must be written in complete sentences with necessary explanation.

Ruby Edwards has worked for 11 years at a small advertising company in her hometown in Washington. She started her career there as an entry-level executive and quickly rose through the ranks to a managerial position through hard work, creativity and goal-setting. The company's clients were very happy with her, and impressed with her confidence, creativity, decisiveness and leadership. Ambitious and organised, Ruby planned to get more clients for the company's continued growth.

That summer, the company started an internship programme for the first time, taking in two young undergraduates from a local college. One intern, David, was told to report to Ruby for the duration of his three-month internship. During his interview, David explained that he had had the experience of making calls to other businesses and managed to close quite a number of deals through the calls. Impressed with his claim, Ruby decided to give David a simple assignment that many junior executives in the company have done before.

"Here's a list of telephone numbers for 75 local businesses in town. Make calls to these businesses and see if we can get new potential clients," Ruby instructed, handing him the list. David took the list, flipping through it silently. A moment later, he smiled back at her hesitantly. Ruby glanced at her watch, "I have to go for a meeting with a client this morning. It would be good if you can call as many as you can while I'm away. You don't mind working on this do you?" "No, of course not. I'm.. errr.. I'm ha..happy to help if I can," David stammered, eager to oblige. Instead of looking confident, he looked down at the list again, frowning a little. He shuffled his feet and scratched his head.

"Good! You can use the phone in my office to make the calls." she smiled at him. She glanced at her watch. "Now, I have to rush, or I'll be late for the meeting. I'll see you later!" A few hours later, Ruby returned to the office and found David in her office. "Hi David, did you manage to get any new leads with the calls?" she asked enthusiastically. "I'm sorry Ms. Edwards," David stammered. "I didn't get any leads." She was disappointed. She was sure they could get at least a dozen new leads from that list. "Did you get through all the contact numbers?" David shook his head apologetically. "Oh, how many calls did you manage to make?" she asked. David glanced down at his feet and murmurs softly almost to himself. "I'm sorry Ms. Edwards. I haven't made any calls at all," he said in a quieter voice. "I don't know what to say to them."

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a. David showed a number of non-verbal communication behaviours when Ruby gave him the assignment. Identify and explain **TWO** of the non-verbal behaviours he displayed. (2 marks)

b. Based on Albert Bandura's Self Efficacy, suggest **TWO** sources of self-confidence by which David can gain confidence in making the calls. (4 marks)

c. When David accepted the task from Ruby, a communication problem at the feedback stage occurred. Identify and explain the type of breakdown. (2 marks)

d. When attending his interview, David had made a mistake which affected his credibility later during his internship. What is David's mistake and how does it affect him? (2 marks)

Question 2 [10 marks]

Instructions: Read the following case study and answer the questions that follow. All answers must be written in complete sentences with necessary explanation.

In a large publishing company in New York, a young woman, Laura, was hired as a copy editor for one of the many journals produced by the company. Seven other employees worked on this team, including a senior editor, Tim. Laura had worked there for about a month when she and her fellow co-workers went for a happy-hour after work. Everybody had a great time and had consumed a fair amount of alcohol. When everybody was leaving the bar to head home, Tim, who had been secretly attracted to Laura since she started working at the company, hailed a cab and offered to share the ride with Laura. Laura accepted the offer. Once she was inside the cab, Tim then suddenly made an aggressive sexual advance toward her. Horrified, Laura pushed him away and told him to get out of the cab. Mortified by Laura's reaction, Tim stumbled out of the cab.

The next day, Laura came to work apprehensively. How would she deal with Tim? Would the cab incident affect her job? Although Tim did not supervise her, would he try to get her fired? Tim immediately went to her office and apologised for his inappropriate behaviour in the cab. Relieved at his apology, Laura decided not to pursue the matter through any formal channels. She figured that since Tim apologised, there was no need to dwell on the incident. After all, Laura was a new employee, still in the process of learning the office politics and proving herself as being a competent editor. She did not want to rock the boat or bring negative attention to herself.

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When Tim first started apologising, Laura told him that "it was okay". However, Tim had not stopped at just one apology. Whenever he found himself alone with Laura, Tim will take the opportunity to corner her and apologise again, and this happened for three straight months. This constant apology was awkward, uncomfortable and annoying to Laura. Ironically, by Tim apologising continuously for his unwanted attention in the cab, he was forcing another form of unwanted attention upon Laura. After three months of many constant apologies, she was so frustrated that she disclosed her unusual dilemma to her co-workers. Consequently, the co-workers lost respect for Tim.

Although the cab incident was not officially discussed in the office, Tim sensed that others knew about it by the way they interacted with him. The incident became the office "elephant" that the employees "in the know" saw, but did not explicitly acknowledge. Meanwhile, Laura was tired of hearing Tim apologise and her feelings of discomfort increased. So when another editor position opened up in another division of the company, she applied for the job and was transferred. In her new position, she did not have Tim bothering her anymore, but she was unhappy with her new job. The journal material was very boring. She did not work as well with her co-workers as she did in the previous journal. She realised that she really enjoyed her old job. She began to regret her decision of moving to the other journal division. In an effort to seek advice as to how to solve her problem, Laura decided to consult with the company supervisory body.

Adapted from Taylor, M. (2000). Informal conflict resolution: A workplace case study. Retrieved from https://www.mediate.com/articles/taylor.cfm

a. Explain the different communication styles portrayed by Laura and Tim. Provide specific example for each from the case study above. (3 marks)

b. i. Which communication structure did Laura use when she disclosed her dilemma to her co-workers? (1 mark)

ii. How does this choice of communication structure in *b(i)* affect the other co-workers perception of Tim? (2 marks)

c. Based on Abraham Maslow's Hierarchy of Needs, identify the TWO Needs that caused Laura to move to another division. Provide elaboration for each need. (4 marks)

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SECTION B: WRITTEN COMMUNICATION [30 MARKS]

Question 1 [15 marks]

Instructions: Read the following scenario, and write an **email** of about 200 words based on the situation below.

The global economy is facing challenging times today. Many businesses are feeling the crunch, and some are being constantly squeezed by increases in expenses. Companies are planning survival strategies to brace the tough economic climate. They have embarked on cost-cutting strategies to stay resilient, competitive and maintain or improve profitability.

Your company is jumping on the bandwagon too. The top management, in their recent meeting, has decided to implement cost-saving strategies for the company. They want every worker to develop a waste-cutting mindset and support the company's plan of actions which are to incorporate 3R initiatives: Reduce, Reuse, Recycle and save energy.

As the Director of the company, compose an **email** informing all the employees about the cost-cutting measures that are going to be implemented soon. Include information such as the objective of the plan, and details for the proposed measures.

Invent necessary details to compose an effective **email.**

Question 2 [15 marks]

Instructions: Read the following scenario, and write a **letter** of about 200 words based on the situation below using the *fully blocked format* and *open punctuation.*

You are the manager of Pro Image, a company selling digital cameras. Your company is well-known in selling high-end digital cameras and also for the excellent service provided.

Recently, your company received a letter from one of your long standing customers regarding one of the shipments of digital camera sets that was delivered to the company. They claimed that a few sets have missing parts and some features on the camera are not functioning. They requested an immediate replacement of those sets. You feel that such replacement is not required as the sets are no longer under warranty.

Write an **adjustment letter.** Give reasons as to why you are unable to fulfil the customer's request and inform them of immediate actions that you will take to rectify the problem.

Invent necessary details to compose an effective **letter.**

End of Paper